Candy Bar Gazebo

Issue 42, Spring, 1994 The Confectionery Goodies Journal

All bars retail at 5¢

MASON Milk Chocolate PECAN COCOANUT
A rich combination of first grade pecans and juicy cocoanut with a heavy coating of the milkiest milk chocolate.

MASON PEAKS
Snow-white cocoanut center, made in the famous old-time Mason Peak formula, covered with dark chocolate.

MASON QUEENS
An especially tasty chocolate flavor coating, impervious to temperature extremes, covers a moist flavorful center of luscious cocoanut.

MASON COCOANUT
Mason's newest cocoanut bar formula,—heavy shredded cocoanut thickly covered with the best of sweet chocolate.

WHOLESALE PRICE FOR ALL BARS . . .
72c per box of 24's.
18 boxes to the shipping case.

MASON, AU & MAGENHEIMER CONF. MFG. CO., Inc. · P. O. Box 549, Mineola, L. I., N. Y.

MASON, AU & MAGENHEIMER COMPANY

The Mason company was started in 1864 by Joseph Maison, a Frenchman. Ernest Von Au joined him a few years later in partnership. The company was located on lower Fulton Street under the Brooklyn Bridge in New York City.

About 20 years later the company was producing more candy than any other company in Brooklyn. And it was at this time that Mr. Maison sold his share in the business to Louis Magenheimer, with Mr. Maison going back to France. In 1890 the firm used the name Mason, Au & Magenheimer Incorporated. A new factory was built not far from the original store where the firm had begun.

Mason's Black Crows were born in the 1890s when the foreman told the printer something about a new candy which was supposed to be the name of the candy. Instead of hearing Black Rose, which was supposed to be the name of the candy, he heard Black Crows. Being a thrifty soul, the foreman used the printed material when it came back instead of throwing it away. And that was the birth of Black Crows.

After World War II a new factory was built in Mineola, Long Island, where the company produced all its products such as Mason Milk Chocolate Pecan Cocoanut Bar, Mason Cocoanut Peaks, Mason Queens, and Mason Chocolate Cocoanut bars. Also produced were such candy items as Mason Mint and Mason Dots.

The Mason Au & Magenheimer Company was eventually taken over by the Tootsie Roll Company.

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NEWS TADBIT

The Brock Candy Co., Chatannooga, TN, produces Amazin' Fruit gummi bears for Hershey Chocolate Co. at its plant in Winona, MN.

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A Buying Trip

A recent trip to the Union Jack store in Peabody, MA, saw the buying of some new candy bars imported from Great Britain. From Cadbury's came the Tiffin bar (raisins, milk chocolate and biscuit), the Rum and Butter bar, and two bars with new wrappers, the Wispa and the Star bars. From Nestlé Rowntree the Golden Cup, Drifter, Secret, and in new packaging, Smarties. From Jacobs the Club Classic bar. From Fox's the Classic bar. From Lee's of Scotland the Macaroon Big Bar and the Scottish Tablet. And from McCowan's the Irn-Bru chew bar. The Le Bar comes from an unidentified company.

FINLAND

Being slightly smaller in size than the state of Montana, Finland nevertheless packs a lot of action into its small country. Numerous confectioners dot the landscape, and candy making is one of the industries which makes not only for internal sales, but for export sales as well.

Hellas, established in 1910 in Turku, makes a number of candy bars. Quatro is a relatively new filled bar coming in four sections in the wrapper. The sections are filled with mint cream, toffee, raspberry cream, and pineapple cream. The bar is good tasting. Another Hellas product is the bar that's simply called the Hellas bar, and is a milk chocolate bar. The Tivoli chocolate flavor bar, strawberry filled, is made for U.S.sales, distribution by Leaf, Inc., in the United States. Leaf is owned by the Finnish company, Huhtamaki.

The Panda Chocolate Factory, established in 1920, is in Vaajakoski, and manufactures such bars as the Daily bar (soft nougat and caramel covered with milk chocolate), and several varieties of Panda chocolate bars. A caramel filled milk chocolate bar, and a raspberry filled milk chocolate bar are all good tasting.

The Chymos Company, founded in 1906 in Lappeenranta, makes numerous bars also. Several varieties of Chymos Fruito bars are produced, such as orange flavored cream filling, and raspberry flavored filling milk chocolate bars. A strawberry filled bar is also produced.

Chymos also produces a Night & Day chocolate bar, and a Jane bar which is toffee based. The Chymos caramel filled, chocolate flavored bar tastes good.

Merijal, Oulu, produces several kinds of candy drops packaged in small boxes. The flavors of all of the varieties are quite good. Pastirol Orange and Cherry flavored candy drops, Marijal pear flavor, and Merijal Peppermint flavor, as well as Monpensiers Fruit Drops are some of the fine products turned out bu Merijal.

And Fazer (founded 1891), one of the leading confectioners in Finland, puts out a number of bars with names such as Jim, Matador, Siesta, Geisha, and a Robin Hood milk chocolate bar. That bar uses Walt Disney characters under license as stated on the wrappers.

One of the important imported bars on sale in Finland is made in Holland, and that's the Mars Bar.

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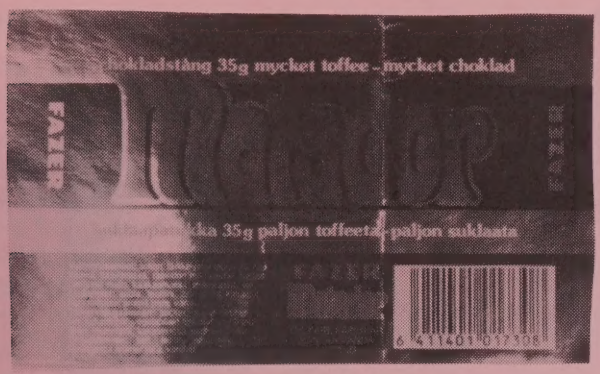

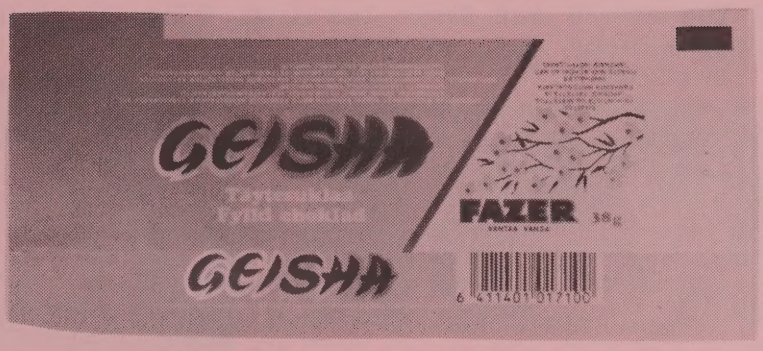

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SWEDEN

Sweden is one of the Scandanavian countries noted for its chocolate products. The reason for that is the Marabou Company, that was founded in 1916. The company's first factory was built in Sundbyberg. The company now encompasses several plants and produces snack food other than chocolates.

Marabou chocolate bars represent almost two-thirds of all chocolate bars sold on the Swedish market. The biggest seller is the Milk Chocolate bar, closely followed by the Swiss Nut Bar.

Marabou's milk chocolate crisp butter toffee bar, Dajam, is a leading seller in Sweden. In America the making of that bar is licensed to the Hershey people, who make the bar under the name of Skor. In some other European countries it is known as the Dime (Daim) bar.

Other well-known Marabou producs are the Skotte, Co-Co, Pigall, and Delite bars. The Delite is a milk chocolate bar with a soft nougat and puffed rice center. All Marabou bars, by the way, are quite good to the taste.

Marabou
Delite
MILK CHOCOLATE BAR WITH SOFT NOUGAT AND CRISPY CENTRE
Marabou Delite IS SENSITIVE TO HEAT
MILK CHOCOLATE CONTAINS MILK SOLIDS 20% MINIMUM AND VEGETABLE FAT.

About one-fourth of Marabou's production is for export. Outside Scandanavia, Germany, Great Britain, and the United States are the largest export markets. In addition to the Skor bar, Marabou Milk Chocolate tubes are sold in the United States under license to Hershey.

Another Swedish confectioner, Cloetta, of Ljunsbro, is distributed in the United States as well as in Sweden. The Cloetta story started in 1873 when three brothers opened their first candy factory in Malmö. Some of the company products are Peps, a hard-coated candy with peppermint flavored centers. Cloetta Kaefe, hard-coated candies with a mocca-flavored center are also produced. The products are packaged either in small boxes or in bag wrappers. Both the Peps

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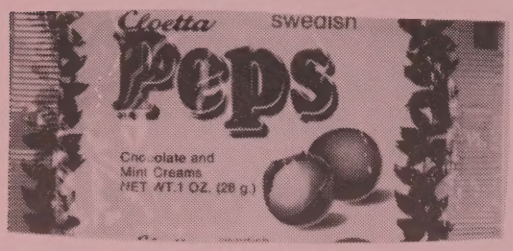
and the Kaefe are fair tasting. Cloetta also makes a Plopp bar, which is a toffee center bar, chocolate enrobed.



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CANDY COLUMNIST - AL SMALLMAN - Buyers Remembered

In 1960, I was a rookie salesman, then called a detail man, for E.J.Brach & Sons. Although living in Denver, I worked as needed in a wide swath of Western and Midwestern States, filling in as necessary or helping territory salesmen. It was in the latter capacity that I found myself one hot, dusty summer afternoon in Norfolk, Nebraska. My assignment was to book fall chocolates and Christmas candy for General Wholesale, a grocery co-op that at the time had about 160 member stores, many of them quite small scattered across Central and Western Nebraska and Southern South Dakota.

It was in this setting that I met Virgil Froelich, the candy buyer for General Wholesale. Virg was just a few years older than I, but he was a decade ahead of me in wisdom and experience. He patiently explained what I needed to do with and for his customers -- sell the features and benefits of buying Brach staple and seasonal candy from the warehouse rather than from one of several truck-jobbed rebaggers. Their products were short weight and inferior in quality. Virg took me to his home and introduced me to his wife and sons. For someone who was continually traveling this was an act of kindness - to be brought into a home during nonbusiness hours.

Less than a year later I moved to Omaha and General Wholesale became one of my key accounts. Virg and I continued to work together growing the business until he was promoted. A few years down the road it was my turn to be promoted and I saw Virg less frequently, but always at General Wholesale's fall meeting. Twenty years ago I left Nebraska for good and have not seen Virg since, but I do keep up on what he's doing through Jack Moss, Brach's Nebraska broker manager.

Today Virgil Froehlich has been General Manager for Affiliated Foods (né General Wholesale), a giant co-op that has 450 stores in eight states, for over ten years. I am sure some 34 years later, Virg still has the same virtues he had in 1960.

Several years after meeting Virg, I met Terry Olson when he was a part-time management trainee for United A.G. while attending the University of Omaha. This time it was my assignment to teach Terry the candy business, particularly how seasonal candy was handled through a booking system as part of his training. Together we kept tabs not only on the orders I wrote but also on the ones that came back on return (survey) sheets. After he graduated from college, Jerry Wolfe the United A.G.General Manager, promoted Terry to candy buyer. We worked together; if I could sell an item or a group of related items, Terry brought them into the warehouse. If they didn't sell, it was my responsibility to move them.

As was true with Virg, I lost track of Terry twenty years ago when I moved to Seattle. Again, through Jack Moss, I learned that today Terry is President

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of United Associated Grocers, a 90-store co-op.

While working in Kansas City as a rookie Division Manager in 1971, perhaps the most amusing buying office incident in my 32-year-Brach career occurred. Jud Collins, Brach Sales Manager, and Herb Gibbs, Western Regional Manager, and I were calling on the legendary Lou Fox, then General Manager for the giant co-op Associated Grocers of Kansas City. Jud was a tall,courtly, almost patrician man; while Herb was a robust, bald, given-to- graphics-phrases individual.Lou Fox was a short, heavy man who always had a cigar either in his mouth or setbetween two of his pudgy fingers. Our mission with Mr. Fox was to receive his benediction to replace Bunte with Brach in his warehouses. After we had exchanged pleasantries, Lou looked at Jud and said: "You're the gentleman in the Brach organization." He then looked at Herb and said: "You do the drinking for the Brach organization." Lou then looked at me and said: "Young man, I don't know what you do." Neither Jud, Herb, or I knew what to say and Lou kew it. With a wave of his cigar, Lou said: "Do it!" We knew that we had made the sale and that we were dismissed. We thanked Mr. Fox and left. Later in the parking lot we literally turned handsprings. A potential two million dollar account was a lot of new business in the early 1970's!

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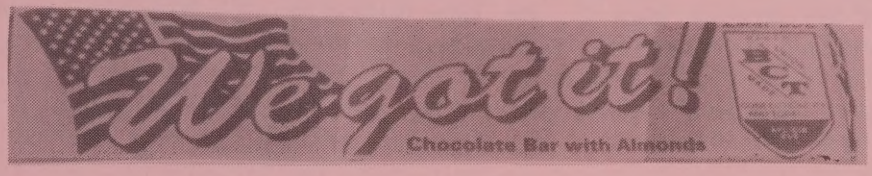
NEWS TADBITS

Some workers in a Chicago chocolate company got together and designed their own candy bar and wrapper as part of a public art project that was city wide. The bar's name? We got it! (As reported in The New York Times)



New York magazine 11-29/93, carried an article on product placement in the movies. The #1 item placed was Reese's Pieces that was featured in the film, E.T. That placement sent sales of the candy out of this world, causing them to jump by 85 percent.

Pearson's Candy Company would like to acquire or purchase Pearson memorabilia. Especially packaging or ads. Interest may be directed to 1-800-328-6507, extension 209. Or, please write to P.O. Box 64459, Saint Paul, MN 55164.

An old-time Tootsie Roll book cover was recently discovered, probably dating back to the late 1940s or early 1950s. The pre-printed wrapper had a place on which a local store could print its message before distribution. Book wrappers were a good form of advertising since many were used on school books.

Toucan Chocolates, Waban, MA, produces chocolates to help save the tropical rain forests - such candies as Cashew-Caramel Tortoises and Brazil and cashew nut buttercrunches.

Debuting in late January of this year was the Reese's NutRageous candy bar put out by Hershey Chocolate, U.S.A. The new candy bar contains Reese's peanut butter, caramel, roasted peanuts, and all this is enrobed in milk chocolate. The bar is most likely to compete with the Snickers bar.

Back in December of 1993 Ines Kellner, Newton Center, MA, wrote to say, "Yes, there is a Santa - You are it!" The reference was to Candy Bar Gazebo for reinforcing the legend about chocolate and candy bars.

THE GERMAN-AMERICAN COWBOY

The German love affair with the American cowboy has been going on for over 100 years, and the person responsible for that love affair had never seen a buffalo, an Indian, or even a cowboy in the natural environment. According to a biographer, Karl May did make two trips to the United States, but after his books had been written. Located in a suburb of Dresden, Radebeul, there is a museum known as Das Indianer Museum. It contains lots of American Indian lore and some Karl May memorabilia.

American cowboys simply grew out of the fertile imagination of this German-born author. Born in 1842, May became somewhat of a jail bird, and it was while in jail that he began jotting down his stories of the American West. May ended up having written 73 novels by the time he died in 1912. About half his novels dealt with the American frontier, and they were translated into more than a dozen languages, sold more than sixty-five million copies, and still sell almost a million copies a year almost seventy years after May's death.

May's cowboy hero was named Old Shatterhand, a nickname he acquired after he smashed a Kiowa warrior unconscious with one blow of his fist. He was a mixture of Buffalo Bill, a pre-destined dash of Buck Jones, and a pre-destined dash of Tom Mix, who grew out of the American film industry that developed after World War I. He was the guy in the white hat and had as his constant Indian companion, Winnetou, who was eventually killed by a bullet intended for Old Shatterhand. He died in his friend's arms as Old Shatterhand sang "Ave Maria," thus assuring his heathen friend a Christian baptism burial before he died.

A rather unusual manifesto of the German love affair with the American cowboy took place in Dresden, Germany. The event took place on a sunny Saturday in the year 1932. An American cowboy movie from the United States was to premier at a Dresden cinema at 2:00 that afternoon. And to precede the showing of the movie a parade, complete with Indians and cowboys, was to parade down the main street of Dresden right to the front door of the theater. The crowd was already four deep for at least a mile near the parade route at 10:00, four hours before the parade was even to begin.

When the parade finally did get under way the throng increased in size and was most enthusiastic. It was an exhuberant crowd of lovers of the American West who cheered the cowboys (Germans in disguise) and Indians (more Germans in disguise) as they loped down the dusty trail (Dresden's main street that was sparkling clean). The enthusiasm was contagious, so you could pretty much know where the parade was located once it got started. The cheering and clapping from the crowd pinpointed the location of the performers along the route.

On a parallel street, just two blocks away, on the same Saturday in 1932, another parade was scheduled at approximately the same time as the cowboy and Indian parade to kick off the American Wild West movie. But there were few people who witnessed the parade that was being held on that parallel street.

A group of kids (four members in the group) could see the progressive action of the two parades by simply running back and forth betwen the two. The group of kids really had to worm themselves between the spectators at the Wild West parade so as to get to the front to view the action, but that wasn't the case at the other parade because few people were really interested in that one. That parade was one of the early parades of the Brown Shirts, as they were called, Adolph Hitler's followers, the Nazi's. The Brown Shirts were to supplant the American cowboy in German eyes preceding World War II and during that war. Those years were years of temporary insanity for the Germans.

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After the war the American cowboy again began to take on his role as the #1 favorite of the Germans. And today the only book outselling the books of Karl May in Germany is the Bible. The American cowboy, consequently, is indeed submerged in the German psyche.

The German-American cowboy, Old Shatterhand, not only remains on the list of German best-sellers as far as books are concerned, but also in the guise of a candy bar, the Mister Tom bar. The bar is basically a peanut brittle bar, and shows a Tom Mix-like cowboy, complete with white hat on early wrappers. More recent wrappers have dropped the cowboy character. The Mr. Tom bar is quite popular and sells well at the various imitation Wild West attractions that are scattered throughout present day Germany.

Little did Karl May know what he had started. He not only popularized the American cowboy throughout Germany for over a century, but he also laid the base for a candy bar that featured not only the American cowboy, but also the American peanut.

The Mr. Tom bar is made by Rolle, Eggenfelden, Germany. And if you like peanut brittle, you'll like that bar!

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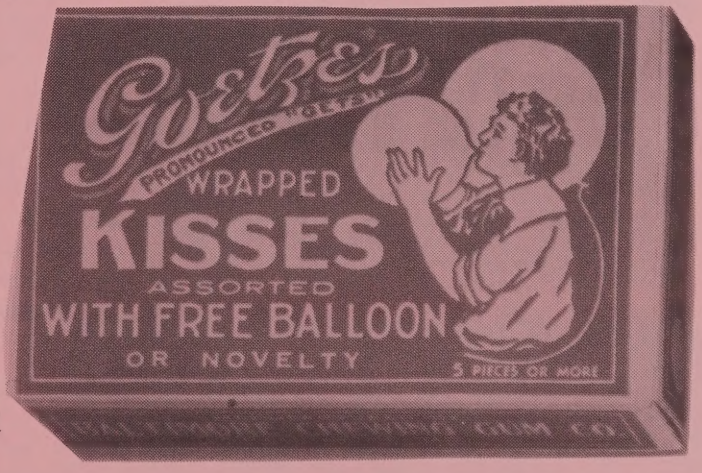
NEWS TADBITS



Shown in the original packaging for a Goetze's product of almost 100 years ago, the Kisses with were packaged with a free balloon or other novelty. Goetze's is located in Baltimore, MD.

From Harper's Index, Harper's; 12/93 - "Rank of Snickers among the most popular candy bars in Russia: 1."

Paris Chocolates, announced that its Flyer candy bars have been placed in a number of luxury hotels in the United States, and that it has introduced its Flyer 3 bar to its bar line.

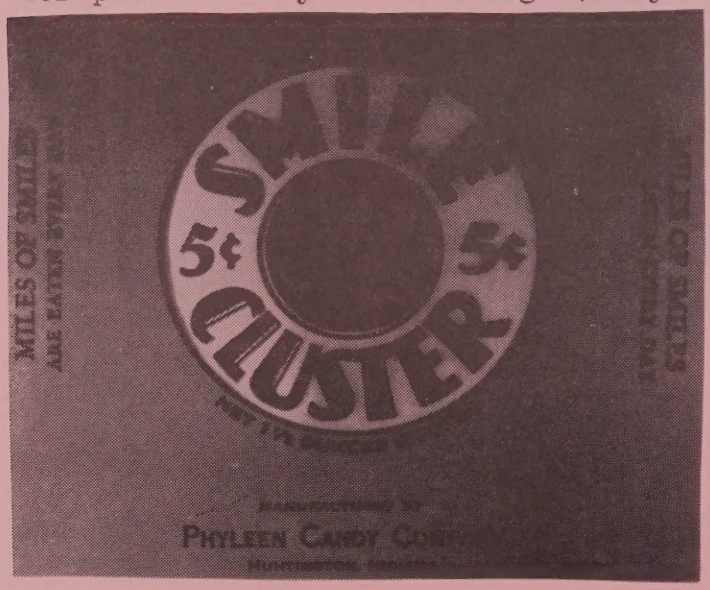
The New York Times, 11/23/93, carried an item about the candy that presented the shortest and most expensive television commercial ever made. Boni Marché, Seattle, Washington, is the only department store selling Frangos in the West. Frangos were originated by Frederick & Nelson back in 1928. That company, now owned by Dayton Hudson Corporation, continues to sell Frangos through its Marshall Fields stores in Chicago where they are a holiday tradition.

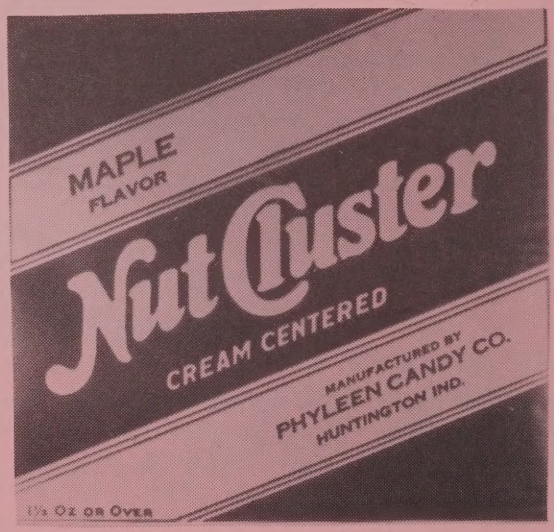
GOOD NIGHT, PHYLEEN

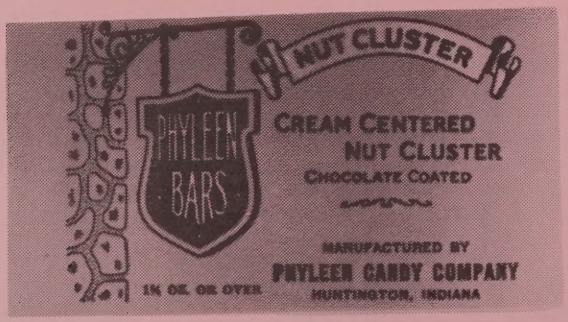
The Phyleen Candy Company was founded in 1929 in Huntington, Indiana. Where the name for the company came from isn't known, but it got into the confectionery business by producing a line of 5¢ candy bars such as Smile Cluster ("Miles of Smiles are eaten every day"), the Phyleen Bar, Nut Cluster, Echo, and cream-centered Nut Cluster.

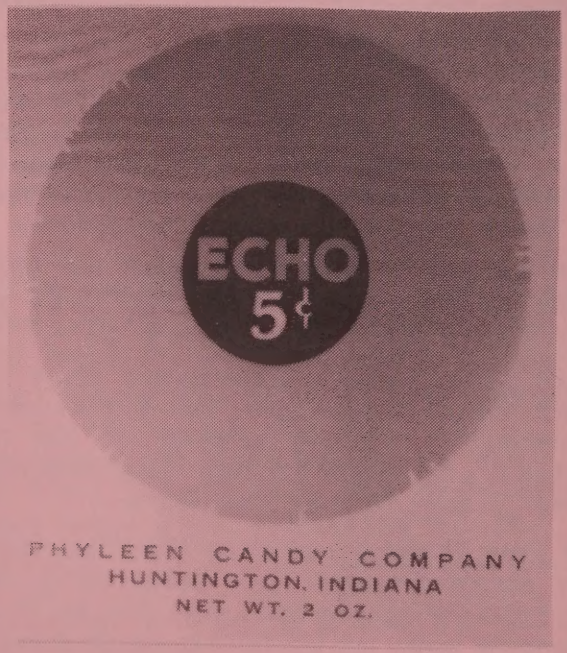
The company was founded by Fred Herran, and was sold to the Spangler Candy Company of Bryan, Ohio, in 1961. For a period of time this meant a re-entry for a period of time into the candy bar field by Spangler. Spangler had been a big manufacturer of bars in the 1930s-1950s.

Eventually the bar line was phased out, with the Phyleen name fading out of the picture. The Huntington, Indiana, plant was closed after the sale and some of the production machinery and raw material was shipped to the Spangler plant in Bryan. Good night, Phyleen.









THE JUDSON-ATKINSON CANDY CO., TEXAS

Wars don't have too many good side affects. But World War II did have one. When military personnel was shipped around from one training base to another it gave the personnel a chance to see the U.S.A. And if you were in the U.S. Air Force, chances are, you just might have had the opportunity to visit San Antonio, a great place to visit then, and now one of America's great cities.

Back in the 1940s you could marvel at the San Antonio River wending its way through the heart of the business district. Beautification of the river had just been undertaken to create a unique "River Street," today known as Riverwalk, almost making San Antonio "The Venice of Texas."

Brackenridge Park with its great zoo was a grand place to visit on a Sunday. In the park resided a most impressive captive Mynah bird who somberly answered all your questions with a declarative sentence, "Go to hell." And, of course, San Antonio was home base for the Alamo. It was here that such American heroes as Davy Crockett and Jim Bowie put up the good fight but still met their last round up.

Around 1910 J.W.Judson became a partner in the candy company. Later, as a result of the Depression (1930s) Mr. Jenner's ability to keep the company in business failed. Fortunately the four sons of J.W.Judson were able to buy the business. And in 1945 the firm name became Judson's Candy Company. In 1965 Judson's was purchased by the Pearl Brewing Company, and a few years later Southdown Inc., became the owner when it bought Pearl Brewing. Then Kitchen Fresh, Inc., of Chattanooga,Tennessee, took over in 1981. The present owner is Judson-Atkinson Candies, Inc., of San Antonio.

George Judson became active in the candy making business in the 1930s. He experimented with the quality of the jelly bean looking for something that was more tart, less sweet. As a result he produced the famous Judson "sour" which is made today in a variety of flavors.

George Judson Jr.applied himself to another research project. Locally popular in the San Antonio area was praline candy. To compete with it George Jr. searched for a recipe to produce a product with longer shelf life and also of better consistency. He did find that recipe and so invented the Chewy Praline, a real taste treat. And with the help of better, moisture-proof

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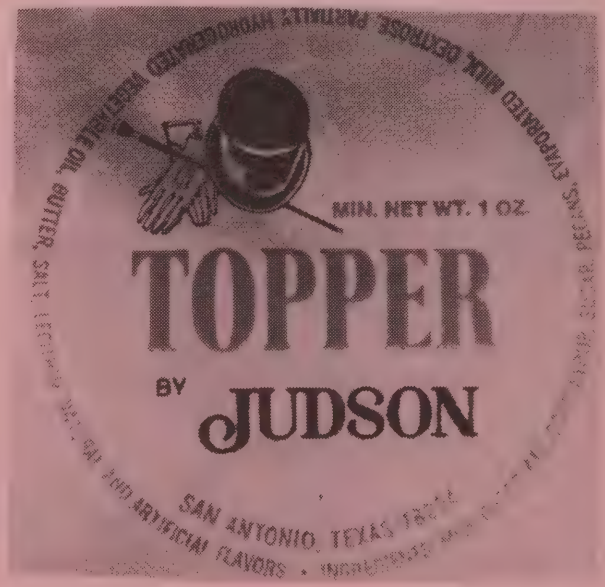
packaging, the Chewy Praline quickly became Judson's biggest seller. The batch of praline mix is still cooked in giant copper kettles. But some of the original hand preparations have now been mechanized. Candy makers used to scoop the praline batter with ice cream scoops, but today that manual process is done with an electronic depositer. The candy packers at the end of the production line still hand pack the Chewy Pralines as soon as they roll out of the cooling tunnel.

Two other present Judson favorites are Chocolate Mint and Topper, a chocolate covered chewy pecan bar. The chocolate department was a basement operation in the early Judson years. Mints and other chocolate candies were hand-dipped until 1915. The ice truck would deliver 300 pound blocks of ice for cooling and drop them down a chute to the basement

During the years when shelled pecans were difficult to purchase, Judson's shelled their own by hand. Often times the pecan shells were used to pave the parking area around the plant and also served as a fuel for the boiler. That practice was carried on until after World War II. Judson markets its products in the West, the Midwest, the Southwest, and in portions of the South.



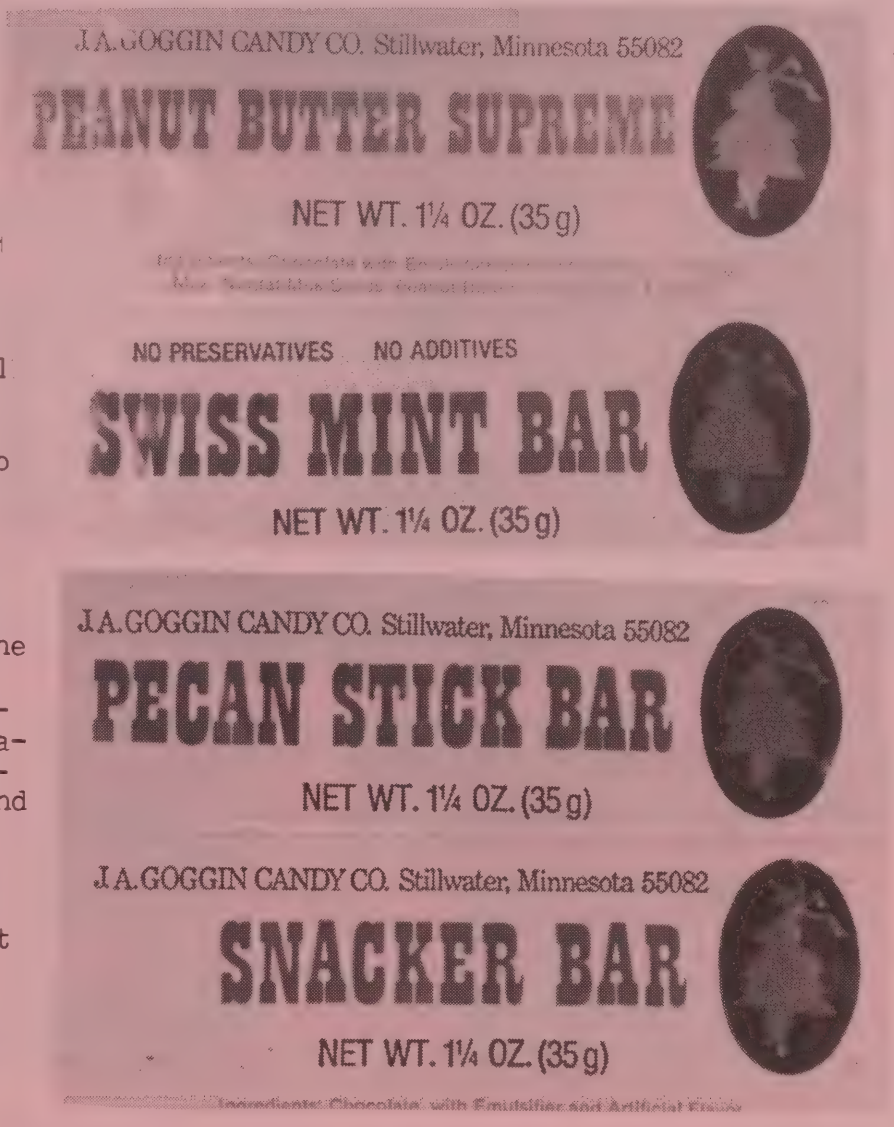
GOGGIN CANDY COMPANY, STILLWATER, MINNESOTA

The country was still in the Great Depression when the J.A.Goggin Candy Company began producing hand rolled chocolates that were mainly sold as box chocolates. Basically operating in the upper midwest, the factory and warehouse were located in Stillwater, Minnesota. Stillwater, population just a tad over 12,000, is situated about 12 miles east of the outskirts of St. Paul on the St. Croix River bordering Minnesota and Wisconsin. The company's symbol, a crinoline hoop-skirted lady, appeared on the company letterhead, on candy boxes, and on candy bar wrappers.

A candy bar line was first introduced around 1979. And in addition to upper midwest sales, outlets were established in Portland, Oregon, and upper New York State. Goggin candy bars were available in six flavors, Swiss Mint Bar, Pecan Stick Bar, Peanut Butter Supreme, Chocolate Toffee Bar, and Caramel Bar were the five original bars produced. The sixth bar, the Snacker Bar, first came out in 1982, and its name was adapted from the word "snack." That bar was quite tasty, being a combination of sunflower nuts, peanuts, soynuts, raisins, walnuts, cashews, pineapple, and chocolate.

Not much has been heard recently about the J.A.Goggin Candy Company, so we hope it is still in business.

The candy bars produced by that company were good ones and deserve a place in the marketplace.


J.A.GOGGIN CANDY CO. Stillwater, Minnesota 55082
PEANUT BUTTER SUPREME
NET WT. 1¼ OZ. (35 g)
NO PRESERVATIVES NO ADDITIVES
SWISS MINT BAR
NET WT. 1¼ OZ. (35 g)
J.A.GOGGIN CANDY CO. Stillwater, Minnesota 55082
PECAN STICK BAR
NET WT. 1¼ OZ. (35 g)
J.A.GOGGIN CANDY CO. Stillwater, Minnesota 55082
SNACKER BAR
NET WT. 1¼ OZ. (35 g)

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LETTERS FROM READERS

Mark Garast, Scottsdale, AZ, sent along the wrapper from the Nectar Nugget bar made by Natural Nectar Corporation, Santa Monica, CA.

Jo Jones, Vilias, NJ, wrote to say she remembers when in her high school days an old boy friend left a Forever Yours candy bar in her locker each morning before she arrived at school.

NEW TO GAZEBO IN 1993

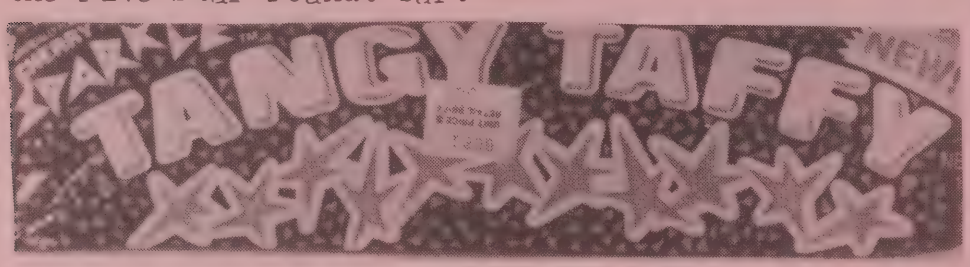
Clark Candy, Pittsburgh, PA, is bringing back the Reggie bar in honor of Jackson's induction into the baseball Hall of Fame.

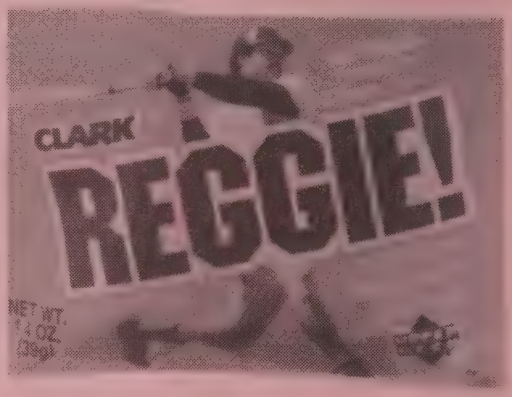
Sunline Brands, St. Louis, MO, now has Tangy Taffy in two new flavors - Cherry and Strawberry/Banana. From the same company comes Tropical Fruit Sunsations.

From Conusa, South Miami, FL. we have the Bonkers assorted fruit candy.

Distributed and sold in the U.S. are the Mascao chocolate bars. The bars are made from cocoa grown and processed by El Ceibo, a small farmers cooperative in the Bolivian Andes. The chocolate is sweetened with unrefined sugar grown in the Philippines. Purchased at fair prices through alternative trade channels, the ingredients are transformed into confections in Switzerland.

From Lake Champlain Chocolates, Burlington, VT, are the Milk Chocolate Eurobar and the Cappuccino Milk Chocolate & Expresso Beans bar. Also out is the Five Star Peanut bar.





Ghirardelli Chocolate Co., San Leandro, CA, now has out its Milk Chocolate bar in a 4 ounce size for baking, eating, and molding.

Manufactured for Hallmark Cards, Kansas City, MO, is the Crown Chocolates Peppermint Patty bar. Also sold by Hallmark stores are the Hazelnut Royale bar, the Almond Meltaway chocolate bar, and the Coconut Patty.

From Hershey come the Reese's Peanut Butter Pumpkin around Halloween time.

Another Halloween item came from Russell Stover, the Orange Flavored Marshmallow Pumpkin and the Peanut Butter Ghost. Also the Caramel bar.

Made in Cyprus and imported by Confectionery Products Division, The Promotion in Motion Companies, Emerson, NJ, is the Bosco Milk Chocolate bar.

From Nabisco Foods, LifeSavers Division, Winston-Salem, NC, comes the LifeSavers Super Holes, Sour 'N Sweet packet.

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Grist Mill, Lakeville, MN, has out its 25¢ Medley bar, a good buy if you like milk chocolate, caramel, peanut butter, and crisped rice.

Russell Stover Candies, Kansas City, MO, now has a French Chocolate bar to go along with its French Chocolate Mint bar.

Nabisco Foods, Planters Division, Winston-Salem, NC, has out the new P.B. Crisps, a peanut butter creme inside a cookie . Great little chewy pieces.

Philadelphia Chewing Gum Corp., Havertown, PA, has several new items - Gator-gum,Tropical Fruit Flavored Castaways, Jumbo Chewola Bubble Gum, and Fun Zone Bubble Gum.

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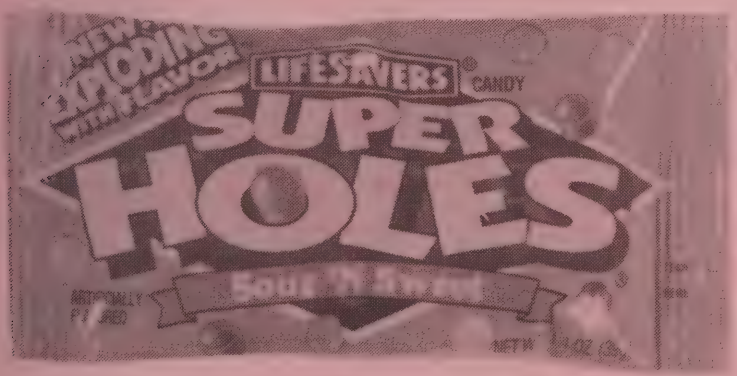

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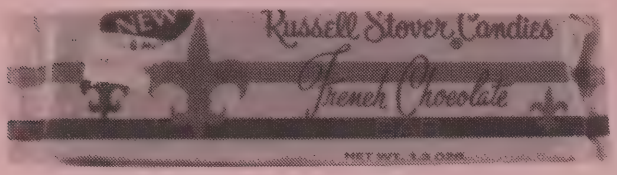

Phoenix Confections, Northbrook, IL, has its Low and Later candy in new packaging.

Manufactured for Concorde Brands, a Sunmark Company, St. Louis, MO, is the same taste, but now softer Bit-O-Honey bar.

The Snickers Munch bar has a new wrapper, distributed by M&M/Mars.
The Slo Poke bar, now made by the D.L.Clark, Co., Pittsburgh, PA, has a nice shiny wrapper.

Zachary Confections, Frankfort, IN, now has its chewy Pecan Perks in a two-pack wrapper.

Imported from Holland for sale in the United States is the Verkade Milk Chocolate with Hazelnuts bar.

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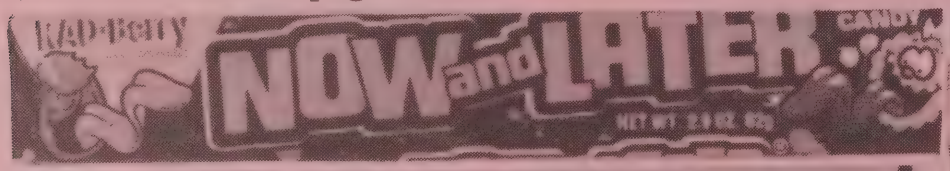

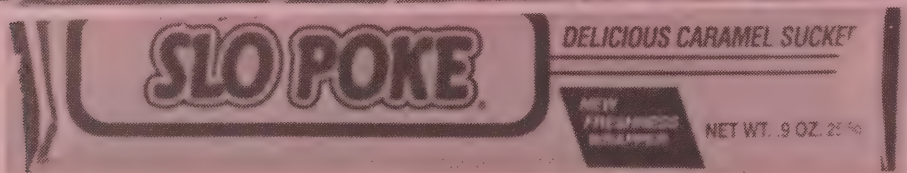

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For the last holiday season Nestlé had out Nestlé Crunch Fun-Size bars with the dog puppet, Farfel, on the wrapper. Farfel was the puppet whose ventriloquist, Jimmy Nelson, helped him sing, "Nestle's makes the very best chocolate," a number of years ago.

NEW IN 1994

New from Hershey is the Reese's NutRageous candy bar.

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PARIS CHOCOLATES,INC.

Paris Chocolates, Montclair, NJ, has introduced its new Flyer 3 bar, Swiss Milk Chocolate, Roasted Almonds, and American Caramel. The Swiss Chocolate took over two years to develop and the bar is mighty good. Paris Chocolates has also introduced a new Flight of Fancy poetry series, one of which is reproduced below. The poetry has been trademarked by the company.

BLUE WATER

BLUE SKY
BLUE CANDY WRAPPER

The black of a moonlit night. White reflection on the water shines.
The thunderous wave stretches upward and suddenly brings the candy wrapper crashing down on the beach as the beautiful sky surrounds from above.

Blue water, blue sky, no matter are the predictable waves. A calm and beautiful wonder, this moment, this minute, this hour. I will stay

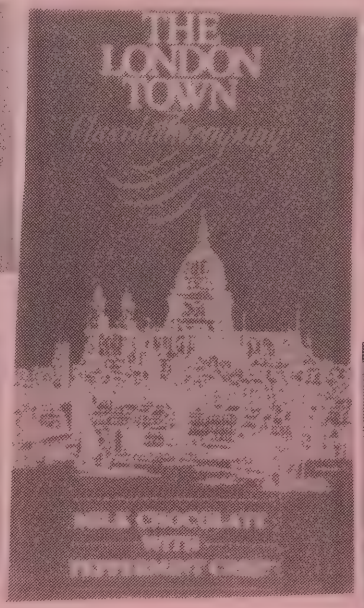
As hunger comes, I pick up the candy wrapper. A Gold plane is surrounded by many blues and green.
I eat the Flyer Candy Bar.

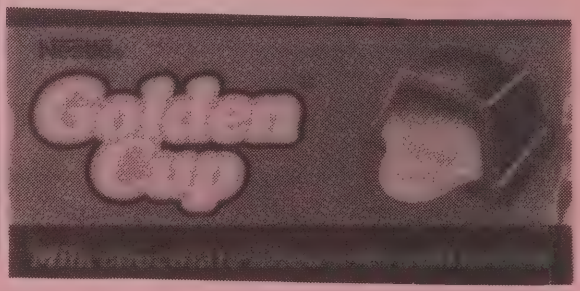
Satisfied, I gently place the blue wrapper on the beach, its fate in the hands of the strong wind.
Blue surrounds the sun in the moonlit day, and tomorrow the blue wrapper will feed my friend as the gold plane passes by.

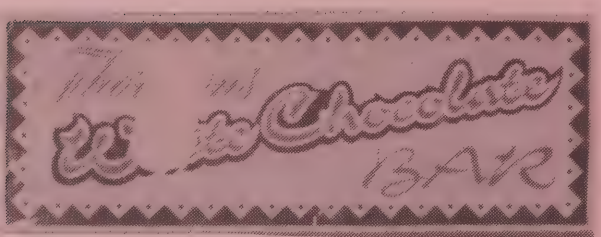
ROVING AMBASSADOR - DAWN MICHAUD in England

Dawn has confirmed the report of several others that the world's best chocolate is made by Leonidas of Belgium. She brought a box of pralines made by Leonidas as handled by Harrods of London. Dawn brought back several bars and had taste testing with several of her friends in Salem, Massachusetts. Her favorites were Riva, Cachet, and London Town. The Riva bar is made in Finland for United Biscuits, York, England. The Cachet bar is made in Belgium by Kim's Chocolates. The London Town bar is made by the London Town Chocolate Company, London, England.

Among the other bars she brought back were the Terry's Waifa bar, manufactured by Terry & Sons, London; Nestlé Golden Cup by Nestlé Rowntree, York, England; the Halo bar, which has the tagline, "You don't have to be a saint to have a halo," made by Halo Foods, Tywyn, Wales, United Kingdom; Thornton's White Chocolate bar, Thornton PLX, Belper, England; Cadbury's Ruffle bar by Cadbury's of Bournville, England; and the Chabert Noir bar made in France by Chabert & Guillot; and finally, Thornton's Alpine bar, made by Thornton's.

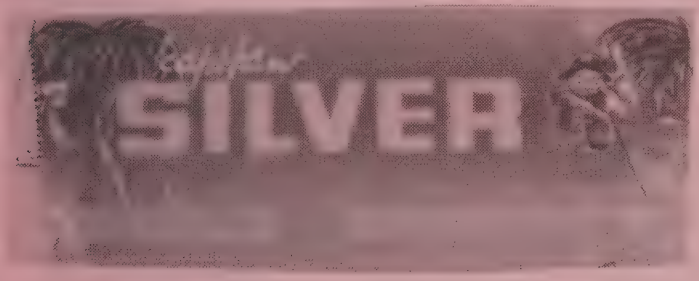






FOREIGN CORRESPONDENT - STANISLAV KRAMSKY, Czech Republic

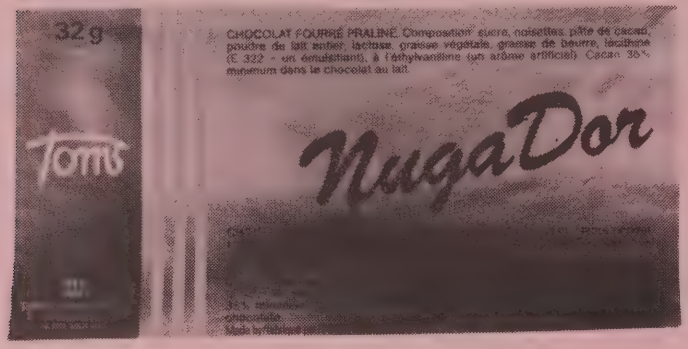
Stanislav sent along several new wrappers, a number of them being made in the Czech Republic. Made by Pekarny Pardubice are the Silver and the Flint bars. The Dove chocolate bar made by Mars under license to a Czech firm. And from Nestlé, made under license in the Czech Republic, the Nestlé milk chocolate bar and the Deli Super bar. From Spain comes the El Cigarrel bar made by Chocola es Dulcinea, S.A., in Toledo.

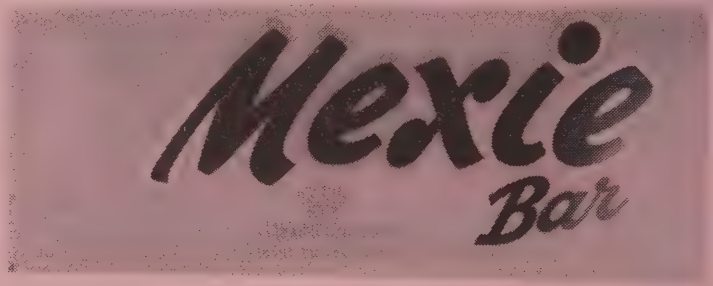


DENMARK'S CANDY BARS

Probably the largest confectioner in Denmark is Toms Chocolate Ltd. It was founded in Copenhagen in 1924. The founders were initially a pharmaceutical firm, Trojel, Og, and Meyer. By taking the initial letters of the last names, T,O, and M, the name for the company emerged.

In 1954 the Toms Company took over the line of Anton Berg Ltd. Other confectionery companies have also been added in Denmark over the years. Anton Berg had started in Copenhagen in 1884, but now is located in the parent company's headquarters in Ballerup, a small town on the outskirts of Copenhagen.





Toms is perhaps the largest Scandinavian chocolate exporter. Approximately 1/3 of its production is for export to about 65 countries world-wide.

Some popular Toms bars are Gold Bar (Denmark's best selling chocolate bar), Yankie, Mexie Bar (chocolate-coated with a caramel filling and asoft nougat with raisins, prunes,and apricots), and the Holly Bar, a chocolate-coated bar filled with caramel, hazelnuts, and soft nougat. The Nuga Dor bar is a hazelnut nougat chocolated-coated item.

Two of the numerous Anton Berg items available are a dark chocolate-covered marzipan bar made with walnuts, almonds, and apricots. Another marzipan product is the chocolate-coated bar that contains plums, and marzipan made with Madeira spirits. Local Danish agricultural and dairy products are utilized, and approximately 1,000 employees are at work producing Toms products.

Denmark contains several other confectioners. Carletti produced its Jelly Ring, chocolate bars filled with flavored fillings. Carletti also produces a banana flavored chocolate marshmallow bar, called Skum-Banan.

Heinrick Jessens Chocolate Factory, Copenhagen, produces a good tasting milk chocolate bar, Pernille. And Marcia of Denmark puts out a line of very good tasting marzipan bars. Bahlsen puts out a number of products with marzipan specialties being among them. Bahlsen, which exports to the United States, also makes some of its products in Belgium and some in Germany.

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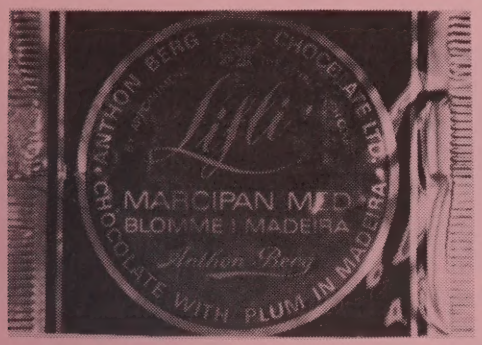

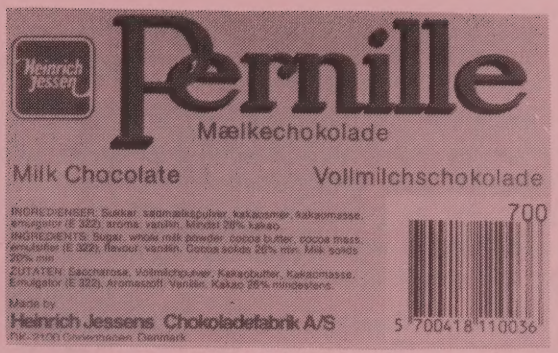

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RITTER OF GERMANY

It was in the year 1912 that Alfred Ritter decided to produce chocolate products. And it was in 1932 that he built a factory in Waldenbuch, just southwest of Stuttgart. It is in this factory that the Ritter Sport bar came into being in 1932. Square in shape and divided into sixteen sections that can be broken off, this bar really has caught the public's fancy and is one of the top selling bars in Germany. The Ritter bar comes in about fifteen varieties, with the whole hazelnuts (Voll-Nuss) being a special favorite.

Ritter also makes other chocolate products such as the Ritter rum bar. Smaller Ritter bars are also available in packets of assorted varieties. Ritter bars are available in selected stores in the United States.

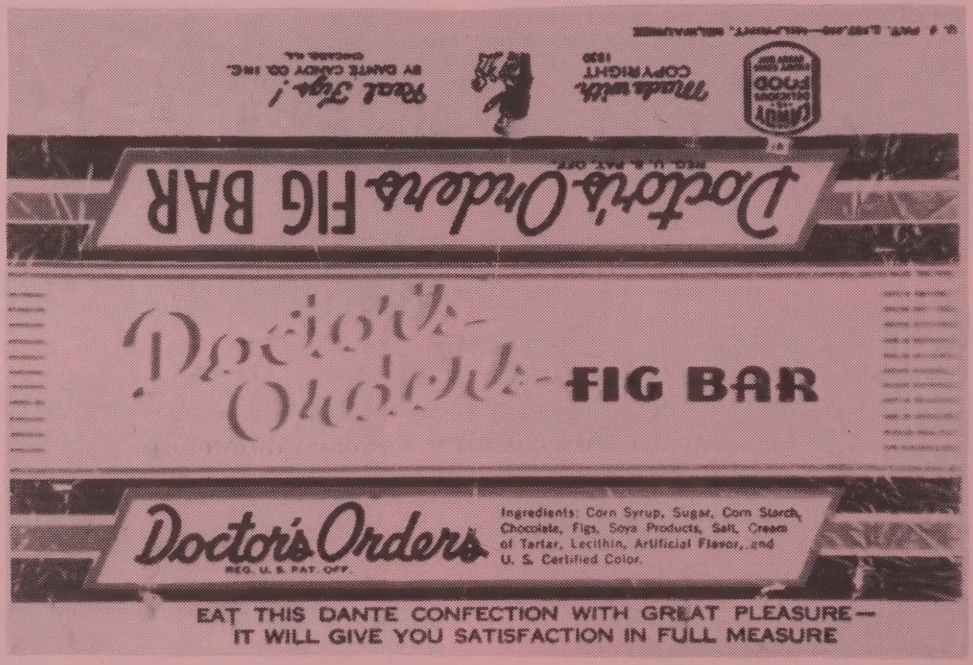
The shape and size of this bar has been copied by other manufacturers, because it seems to fill just the right need with the public.

When you travel in Europe, it's a good idea to have a Ritter bar in your purse or pocket to satisfy that chocolate urge when it's needed, because the Ritter bar satisfies well.

TWO DANTE'S, FIGS, AND BEER

Alighieri Dante was an Italian poet (1265-1321). While in Florence around 1273, he met Beatrice Portinari. Dante's most famous work, The Divine Comedy, recounts an imaginary trip of the author through Hell, Purgatory, and Paradise. He's guided through the first two by Vergil (an early Roman poet whose chief work was The Aeneid), and through the last be Beatrice. The Divine Comedy is considered a masterpiece of world literature.

Alighieri Dante never got into the candy business, but there was a Dante Candy Company putting out candy bar products in Chicago in the 1930s and 1940s.


Doctor's Orders FIG BAR
Doctor's Orders FIG BAR
Doctor's Orders
REG. U. S. PAT. OFF.
Ingredients: Corn Syrup, Sugar, Corn Starch, Chocolate, Figs, Soya Products, Salt, Cream of Tartar, Lecithin, Artificial Flavor, and U. S. Certified Color.
EAT THIS DANTE CONFECTION WITH GREAT PLEASURE—
IT WILL GIVE YOU SATISFACTION IN FULL MEASURE

In the 1930s figs were considered to be a most healthful food. "To keep your system running clean, eat a fig a day," was often the advice of the family doctor. So it was that in 1930 the Dante Candy Company came out with a candy bar made of figs enrobed in chocolate. And what more natural name to give this bar other than "Doctor's Orders."

In early 1934 Dante Candy came out with a candy bar that perhaps lauded the repeal of the 18th Amendment in December of 1933. The bar was a 5¢ item called Beer Bricks. It was a nougat bar, malt flavored. The wrapper contained a drawing of a large beer stein of foaming American beer, not a foreign import.

Sorry to say, neither Dante is around today, neither the poet or the candy bar company. That company's assets were taken over by the Zachary Confections company of Frankfort, IN. And the bars that Dante made are no longer on the marketplace.

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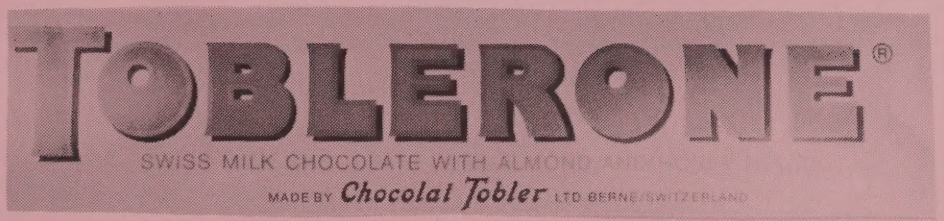
OLD TYME TADBITS

R.H. Hardesty Co., Richmond, VA, was founded in 1875. In those days candy was cooked with coal and coke on an open fire. After the candy was poured on a slab and cooled it had to be spun out on a table. At that time, all candy was made by hand. Hardesty is no longer in business.

The American armies of World War I helped bring about the birth of the candy bar. And one of the first bars to make a hit was the nut roll, with such firms as Curtiss, Williamson, Euclid, Schutter, and Walter Johnson at the forefront.

TOBLERONE



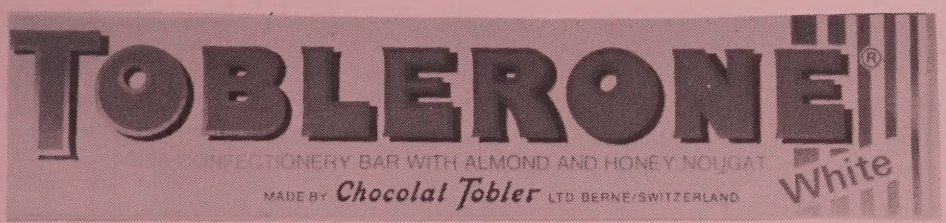
Johann Jakob Tobler was born on March 17, 1830 in Switzerland. He settled in Berne in 1867 after having spent several years abroad. He established his confectionery company in that year. In 1900 he handed over his business to his three children, his son Theodor having the most impact.

Early in 1908 the manufacturing manager of the company, Emil Baumann, came across a confectionery product, Montelimer nougat, about which he reported to Theodor, and which he immediately saw promising opportunities therein. And upon experimenting in the kitchen started a series of tests that resulted in the product Toblerone.

In Italy there existed products containing nougat named torrone. Theodor saw a link between torrone and his new product and at the same time it expressed his family name - this led to Toblerone.

In the 1930s Toblerone bars were installed in vending machines in railway carriages in Switzerland. For a 10¢ coin you got a 22 gram mini-Toblerone bar after insertion.

Toblerone can be bought in more than 120 countries today.



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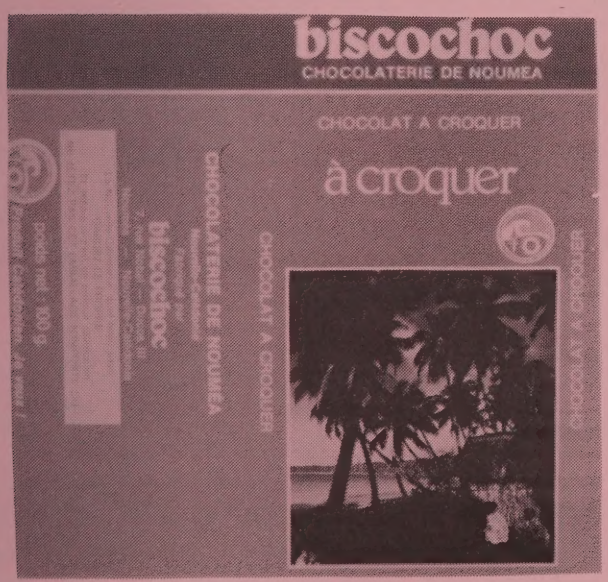


NEW CALEDONIA

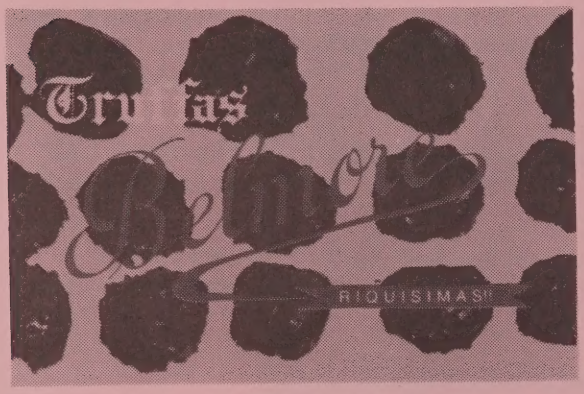
New Caledonia and its dependencies are an overseas territory of France. New Caledonia and its dependencies are a group of islands in the Pacific Ocean. New Caledonia is the largest of the islands. Mining is a chief industry, as the island is one of the world's largest producers of nickel.

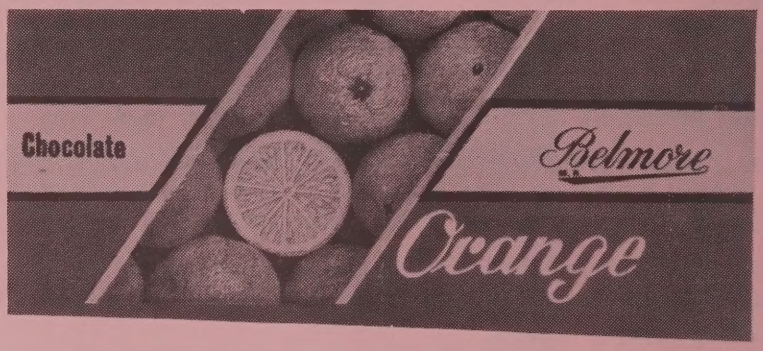
Several confectionery companies produce bars such as a milk chocolate bar with almonds and a chocolate biscuit bar.

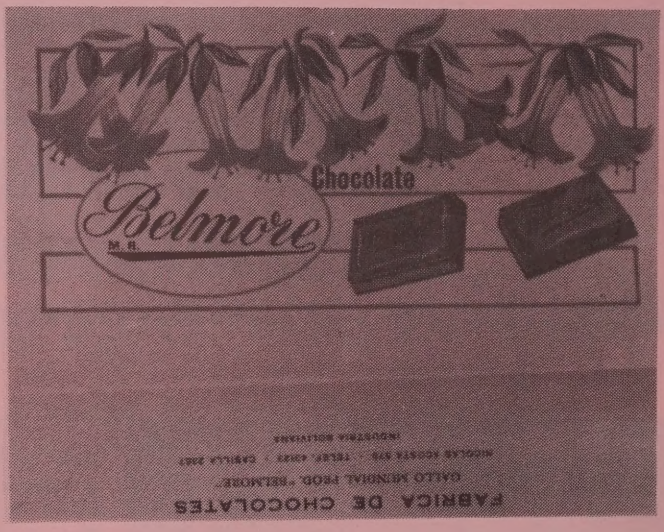
BOLIVIA

Bolivia is a landlocked South American country that lies just to the west of Brazil. The western part of Bolivia is enclosed by two chains of the Andes, and is a great plateau. The average altitude here is 12,000 feet. More than 80% of the population lives on this plateau. The highest capital city in the world, La Paz, is in this area of Bolivia. The eastern part is a low alluvial plain that is drained by two river systems, the Amazon, and the Plata. Lake Titicaca, is one of the highest large lakes in the world.

Cocoa is one of the crops, and several chocolate companies produce bars in Bolivia. One of the more important ones is the Fabrica de Chocolates in Casilla. A Belmore chocolate bar, a Belmore chocolate bar with orange filling, a Truffles bar, and a Belmore Milk Chocolate bar are among the bar products of this company.







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NEWS TADBITS

For specialty food accounts, Hebert Candies offers a six pack line of gourmet chocolate bars. The bars are priced between European chocolate bars and American mass market brands.

The town of Ipswich, Massachusetts has accepted the offer of Ray Broekel to donate his candy bar memorabilia to the town if it establishes a Candy Bar Museum and get a curator to run it. If any of you folks out there would like to donate any candy bar memorabilia to the museum you will receive a testimonial on your behalf from the museum. For details write or phone Ray Broekel at 6 Edge St., Ipswich, Massachusetts 01938, phone (508) 356-4191.